

MISSISSAUGA CYCLES

Equity in Transportation

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Peel Multicultural Council





Today's presentation

The Partnerships

Behaviour Change Model

Promoting Equity

Program Areas

Evaluation

Newcomer Story

Best Practices

Mississauga Cycles - a team effort!

A PARTNERSHIP WITH:



Peel Multicultural Council

"helping people reach their goals"

Since 1977



Immigration, Refugees
and Citizenship Canada

Immigration, Réfugiés
et Citoyenneté Canada

Project partner perspectives – Peel Multicultural Council

Linda Wang - Community Connections
Coordinator and Implementation lead
for Mississauga Cycles



Partnership background



Personal impact



Project partner perspectives - CultureLink

Kristin Schwartz - Project Manager, Sustainable Communities, Project Supervisor for Mississauga Cycles



Partnership background

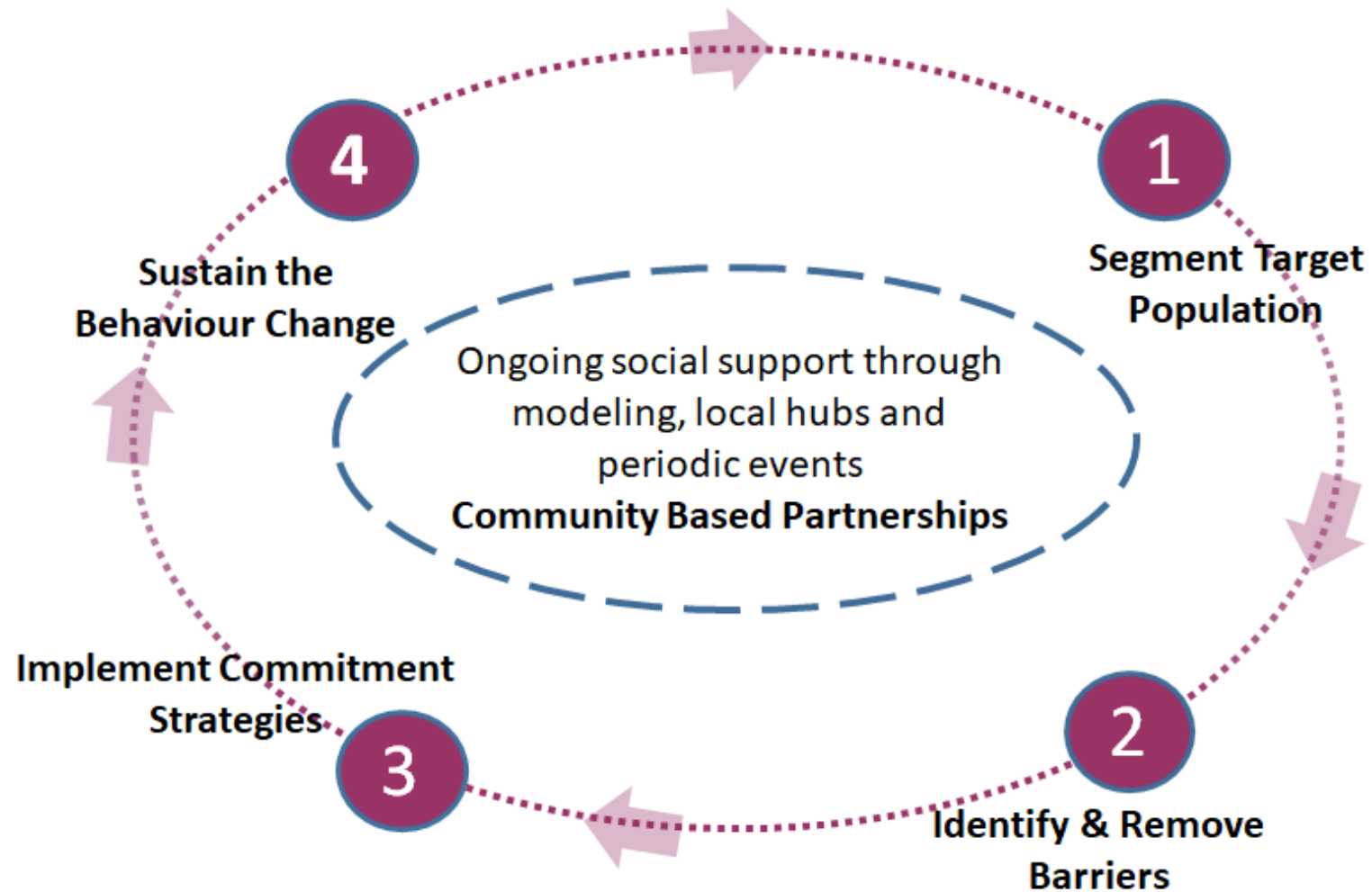


bike host

MISSISSAUGA
CYCLES



Behaviour change model



Promoting equity

Targeting an equity-seeking group

Addressing gaps and barriers

Ensuring accessibility

Building connection

Evaluating outcomes

Investment



Program Areas

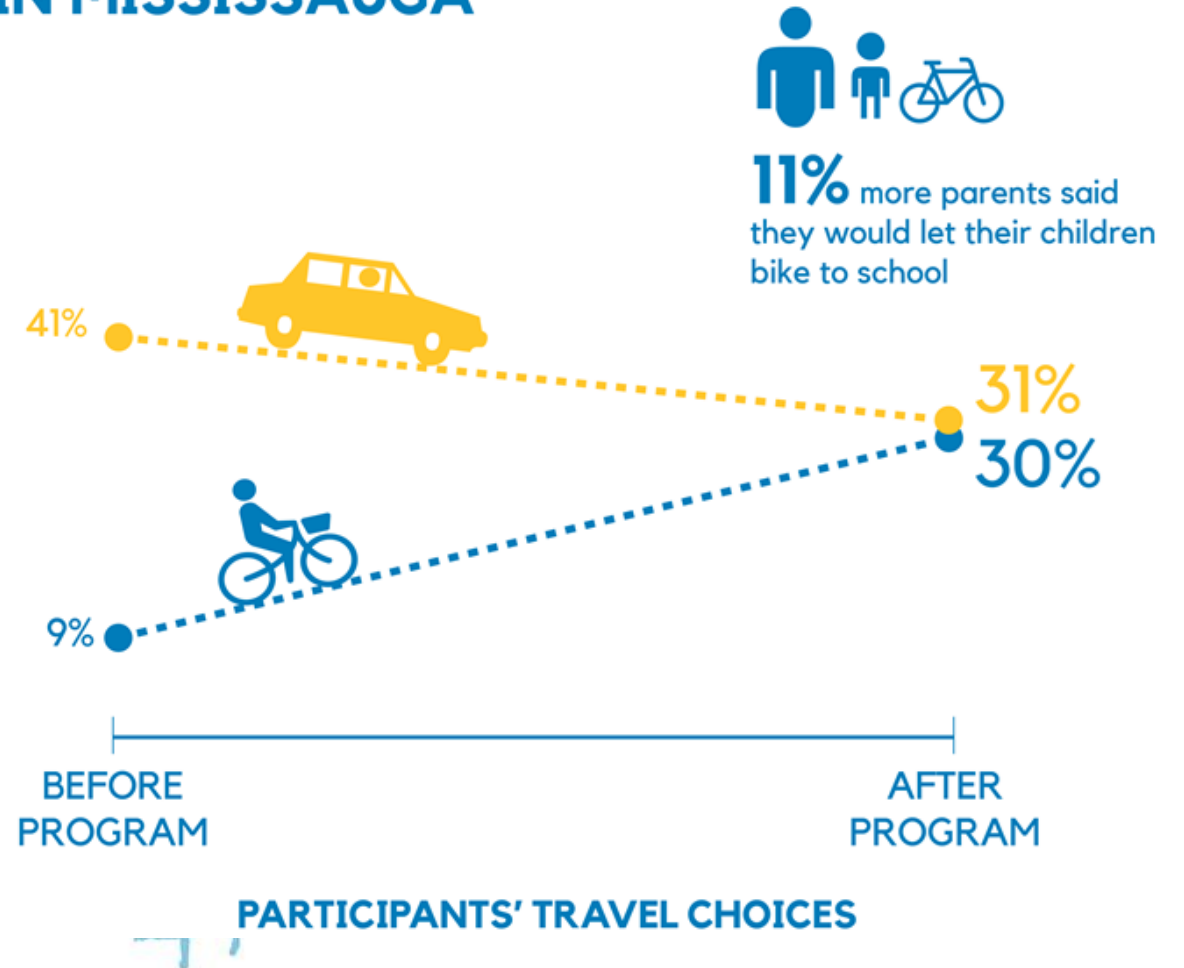
- Mentorship Program
- DIY Bike Hub
- Marketing and Outreach



Evaluation

- Accessibility
- Knowledge and skills
- Communication and community
- Behaviour change

MISSISSAUGA CYCLES MISSISSAUGA CYCLES IS GROWING CYCLING IN MISSISSAUGA



Newcomer perspectives





Best Practices



Thank you!

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